

Navy Quarterly Brand Survey

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SURVEY:



QN1 In the past 30 days, have you read, seen, or heard anything about any branches of the U.S. military?

- ☐ Yes, have read, seen, or heard (1)
- ☐ No, have not read, seen, or heard (2)

Page Break

Display this question:

If QN1 = 1



QN2 Which branches have you read, seen, or heard anything about in the past 30 days?

☐ Navy (1)

☐ Air Force (2)

☐ Army (3)

☐ Coast Guard (4)

☐ Marines (5)

☐ Space Force (6)

Page Break

Display this question:

If QN2 = 1



QAUG1 Where did you read, see, or hear about the Navy?

- ☐ TV commercial (1)
- ☐ Movie or television show (2)
- ☐ Newspaper (13)
- ☐ Radio (3)
- ☐ Event (4)
- ☐ Word of mouth (5)
- ☐ X, formerly known as Twitter (7)
- ☐ Instagram (8)
- ☐ Facebook (9)
- ☐ Snapchat (10)
- ☐ Reddit (11)
- ☐ YouTube (12)
- ☐ TikTok (14)

Display this question:

If QN2 = 1

QAUG2 What did you read, see, or hear about the Navy?

End of Block: QN1, QN2, QN2_NAVY, QAUG1, QAUG2

Start of Block: QN3a-f

QN3 Please let me know if you feel like you know a lot, some, a little, or nothing about each of the following branches of the U.S. military. Let's start with the _____.



QN3a Navy

- ☐ A lot (4)
- ☐ Some (3)
- ☐ A little (2)
- ☐ Nothing (1)



QN3b Air Force

- ☐ A lot (4)
- ☐ Some (3)
- ☐ A little (2)
- ☐ Nothing (1)



QN3c Army

- ☐ A lot (4)
 - ☐ Some (3)
 - ☐ A little (2)
 - ☐ Nothing (1)
-



QN3d Coast Guard

- ☐ A lot (4)
 - ☐ Some (3)
 - ☐ A little (2)
 - ☐ Nothing (1)
-



QN3e Marines

- ☐ A lot (4)
- ☐ Some (3)
- ☐ A little (2)
- ☐ Nothing (1)



QN3f Space Force

- ☐ A lot (4)
- ☐ Some (3)
- ☐ A little (2)
- ☐ Nothing (1)

End of Block: QN3a-f

Start of Block: QN4a-f

QN4 In general, how do you feel about the _____? On a scale from one-to-five, where 5 means you have a very favorable opinion and 1 means you have a very unfavorable opinion, how would you rate your opinion of the _____?

Display this question:

If QN3a = 4

Or QN3a = 3

Or QN3a = 2



QN4a Navy

- ☐ 5 - Very favorable (5)
- ☐ 4 (4)
- ☐ 3 (3)
- ☐ 2 (2)
- ☐ 1 - Very unfavorable (1)
-

Display this question:

If QN3b = 4

Or QN3b = 3

Or QN3b = 2



QN4b Air Force

- ☐ 5 - Very favorable (5)
- ☐ 4 (4)
- ☐ 3 (3)
- ☐ 2 (2)
- ☐ 1 - Very unfavorable (1)
-

Display this question:

If $QN3c = 4$

Or $QN3c = 3$

Or $QN3c = 2$



QN4c Army

☐ 5 - Very favorable (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Very unfavorable (1)

Display this question:

If $QN3d = 4$

Or $QN3d = 3$

Or $QN3d = 2$



QN4d Coast Guard

☐ 5 - Very favorable (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Very unfavorable (1)

Display this question:

If QN3e = 4

Or QN3e = 3

Or QN3e = 2



QN4e Marines

☐ 5 - Very favorable (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Very unfavorable (1)

Display this question:

If QN3f = 4

Or QN3f = 3

Or QN3f = 2



QN4f Space Force

☐ 5 - Very favorable (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Very unfavorable (1)

End of Block: QN4a-f

Start of Block: QN4_OE

Display this question:

If QN3a = 4
Or QN3a = 3
Or QN3a = 2
Or QN3b = 4
Or QN3b = 3
Or QN3b = 2
Or QN3c = 4
Or QN3c = 3
Or QN3c = 2
Or QN3d = 4
Or QN3d = 3
Or QN3d = 2
Or QN3e = 4
Or QN3e = 3
Or QN3e = 2
Or QN3f = 4
Or QN3f = 3
Or QN3f = 2

QN4_OE And why would you say you have a favorable or unfavorable opinion of the U.S. military?

End of Block: QN4_OE

Start of Block: QN4A_OE

Display this question:

If QN3a = 2
Or QN3a = 3
Or QN3a = 4

QN4A_OE And why would you say you have a favorable or unfavorable opinion of the U.S. Navy?

End of Block: QN4A_OE

Start of Block: QN6AANEWa-f

QN6AANEW Suppose you had a child or grandchild who was considering entering the military. How likely would you be to recommend each of the following branches of the U.S. military?



QN6AANEWa Navy

- ☐ 5 - Extremely likely (5)
 - ☐ 4 (4)
 - ☐ 3 (3)
 - ☐ 2 (2)
 - ☐ 1 - Not at all likely (1)
-



QN6AANEWb Air Force

- ☐ 5 - Extremely likely (5)
- ☐ 4 (4)
- ☐ 3 (3)
- ☐ 2 (2)
- ☐ 1 - Not at all likely (1)



QN6AANEWc Army

☐ 5 - Extremely likely (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Not at all likely (1)



QN6AANEWd Coast Guard

☐ 5 - Extremely likely (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Not at all likely (1)



QN6AANEWe Marines

☐ 5 - Extremely likely (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Not at all likely (1)



QN6AANEWf Space Force

☐ 5 - Extremely likely (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Not at all likely (1)

End of Block: QN6AANEWa-f

Start of Block: QN6AA_1



QN6AA_1 On a scale of 1 to 5, where 5 is extremely likely and 1 is not at all likely, how likely would you be to recommend joining **any branch of the U.S. military** to a child or grandchild?

☐ 5 - Extremely likely (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Not at all likely (1)

Page Break

Display this question:

If QN6AA_1 = 1

Or QN6AA_1 = 2

QN6AA_1 (Unlikely) Why are you unlikely to recommend the U.S. military?

Display this question:

If QN6AA_1 = 3

QN6AA_1 (Neutral) Why are you neutral about recommending the U.S. military?

Display this question:

If QN6AA_1 = 4

Or QN6AA_1 = 5

QN6AA_1 (Likely) Why are you likely to recommend the U.S. military?

End of Block: QN6AA_1

Start of Block: QN6ABNEW_2



QN6ABNEW_2 On a scale of 1 to 5, where 5 is extremely interested and 1 is not at all interested, how interested are you in joining **any branch of the U.S. military**?

☐ 5 - Extremely interested (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Not at all interested (1)

Page Break

Display this question:

If QN6ABNEW_2 = 1

Or QN6ABNEW_2 = 2

QN6ABNEW_2A Why are you not interested in joining the U.S. military?

Display this question:

If QN6ABNEW_2 = 3

QN6ABNEW_2B Why are you neutral about joining the U.S. military?

Display this question:

If QN6ABNEW_2 = 4

Or QN6ABNEW_2 = 5

QN6ABNEW_2C Why are you interested in joining the U.S. military?

End of Block: QN6ABNEW_2

Start of Block: QN6ABNEWa-f

QN6ABNEW Suppose you were thinking about entering the military. How likely would you be to join each of the following branches of the U.S. military?



QN6ABNEWa Navy

☐ 5 - Extremely likely (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Not at all likely (1)



QN6ABNEWb Air Force

☐ 5 - Extremely likely (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Not at all likely (1)



QN6ABNEWc Army

☐ 5 - Extremely likely (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Not at all likely (1)



QN6ABNEWd Coast Guard

☐ 5 - Extremely likely (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Not at all likely (1)



QN6ABNEWe Marines

☐ 5 - Extremely likely (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Not at all likely (1)



QN6ABNEWf Space Force

☐ 5 - Extremely likely (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Not at all likely (1)

End of Block: QN6ABNEWa-f

Start of Block: QN6ABNEW_1

Display this question:

If QN6ABNEWa = 4

Or QN6ABNEWa = 5

QN6ABNEW - NAVY Why are you likely to join the **Navy**?

Display this question:

If QN6ABNEWb = 4

Or QN6ABNEWb = 5

QN6ABNEW - Air Force Why are you likely to join the **Air Force**?

Display this question:

If QN6ABNEWc = 4

Or QN6ABNEWc = 5

QN6ABNEW - Army Why are you likely to join the **Army**?

Display this question:

If QN6ABNEWd = 4

Or QN6ABNEWd = 5

QN6ABNEW - Coast Gua Why are you likely to join the **Coast Guard**?

Display this question:

If QN6ABNEWe = 4

Or QN6ABNEWe = 5

QN6ABNEW - Marines Why are you likely to join the **Marines**?

Display this question:

If QN6ABNEWf = 4

Or QN6ABNEWf = 5

QN6ABNEW - Space For Why are you likely to join the **Space Force**?

End of Block: QN6ABNEW_1

Start of Block: QN6CNEW

Display this question:

If DEMO_AGE >= 18

And DEMO_AGE <= 24

And If

QN6ABNEWa = 5

Or QN6ABNEWa = 4

QN6CNEW What, to you personally, is the greatest benefit to joining the Navy?

- ☐ Travel opportunity (1)
 - ☐ Training (2)
 - ☐ Retirement (3)
 - ☐ Room and Board (4)
 - ☐ Healthcare (5)
 - ☐ Educational opportunity (6)
 - ☐ Other (*please specify*): (7)
-

End of Block: QN6CNEW

Start of Block: QN50



QN50a Thinking about the sizes of various branches of the U.S. military, should the **Navy**, increase, decrease, or remain the same?

- ☐ Increase (3)
- ☐ Remain the same (2)
- ☐ Decrease (1)



QN50b Thinking about the sizes of various branches of the U.S. military, should the **Air Force**, increase, decrease, or remain the same?

- ☐ Increase (3)

☐ Remain the same (2)

☐ Decrease (1)



QN50c Thinking about the sizes of various branches of the U.S. military, should the **Army**, increase, decrease, or remain the same?

☐ Increase (3)

☐ Remain the same (2)

☐ Decrease (1)



QN50d Thinking about the sizes of various branches of the U.S. military, should the **Coast Guard**, increase, decrease, or remain the same?

☐ Increase (3)

☐ Remain the same (2)

☐ Decrease (1)



QN50e Thinking about the sizes of various branches of the U.S. military, should the **Marines**, increase, decrease, or remain the same?

- ☐ Increase (3)
 - ☐ Remain the same (2)
 - ☐ Decrease (1)
-



QN50f Thinking about the sizes of various branches of the U.S. military, should the **Space Force**, increase, decrease, or remain the same?

- ☐ Increase (3)
- ☐ Remain the same (2)
- ☐ Decrease (1)

End of Block: QN50

Start of Block: QN7, QN7_OE, QAUG4, QAUG5, QAUG6, QAUG6B, QUSMC2, QUSMC3



QN7 What U.S. military service branch do you believe is the most important to national defense?

- ☐ Navy (1)
- ☐ Air Force (2)
- ☐ Army (3)
- ☐ Coast Guard (4)
- ☐ Marines (5)
- ☐ Space Force (6)

Page Break

Display this question:

If QN7 = 1
Or QN7 = 2
Or QN7 = 3
Or QN7 = 4
Or QN7 = 5
Or QN7 = 6

QN7_OE And why do you think the [\\${QN7/ChoiceGroup/SelectedChoices}](#) is the most important for national defense?

Page Break



QAUG4 What U.S. military service branch do you believe is the most important to national defense in the Pacific?

☐ Navy (1)

☐ Air Force (2)

☐ Army (3)

☐ Coast Guard (4)

☐ Marines (5)

☐ Space Force (6)

Page Break



QAUG5 Which of the following branches of the military have aircraft carriers? *Select all that apply.*

☐ Navy (1)

☐ Air Force (2)

☐ Army (3)

☐ Coast Guard (4)

☐ Marines (5)

End of Block: QN7, QN7_OE, QAUG4, QAUG5, QAUG6, QAUG6B, QUSMC2, QUSMC3

Start of Block: QN13B, QN14C, QAUG7, QAUG8

T_QN13B For the remainder of this survey, you will be asked specifically about one branch of the U.S. military. For your survey, you will be asked about the Navy.



QN13B The Navy is constantly deployed around the world to protect the nation's interests. In the past 30 days, have you read, seen, or heard anything about the Navy being deployed around the world to protect our interests?

☐ Yes (1)

☐ No (2)

QN14C The Navy operates in numerous areas outside the United States. From your own knowledge, what are some areas that the U.S. Navy is currently operating?



QAUG7 In your opinion, why does America need a Navy? *Please select up to 3.*

- ☐ Deter war (1)
- ☐ Humanitarian aid and disaster relief (2)
- ☐ Protecting trade shipment routes (3)
- ☐ Protecting the security of the country (4)
- ☐ Securing the nation's borders (5)
- ☐ Supporting multinational alliances (6)
- ☐ Guaranteeing the prosperity of the United States (7)
- ☐ Protecting the coastlines of the nation (8)
- ☐ Other (*please specify*): (9)

QAUG8 What threats does the Navy protect the United States from?

End of Block: QN13B, QN14C, QAUG7, QAUG8

Start of Block: QN30



QN30 How capable do you think the Navy is to defend America compared to one year ago?

- ☐ More capable (3)
- ☐ Just as capable (2)
- ☐ Less capable (1)

End of Block: QN30

Start of Block: QN41_2



QN41_2A How confident are you in the ability of the **Navy** to protect the United States from threats?

- ☐ Very confident (4)
- ☐ Somewhat confident (3)
- ☐ Only a little confident (2)
- ☐ Not at all confident (1)



QN41_2B How confident are you in the ability of the **Army** to protect the United States from threats?

- ☐ Very confident (4)
 - ☐ Somewhat confident (3)
 - ☐ Only a little confident (2)
 - ☐ Not at all confident (1)
-



QN41_2C How confident are you in the ability of the **Air Force** to protect the United States from threats?

- ☐ Very confident (4)
 - ☐ Somewhat confident (3)
 - ☐ Only a little confident (2)
 - ☐ Not at all confident (1)
-



QN41_2D How confident are you in the ability of the **Coast Guard** to protect the United States from threats?

- ☐ Very confident (4)
 - ☐ Somewhat confident (3)
 - ☐ Only a little confident (2)
 - ☐ Not at all confident (1)
-



QN41_2E How confident are you in the ability of the **Marines** to protect the United States from threats?

- ☐ Very confident (4)
 - ☐ Somewhat confident (3)
 - ☐ Only a little confident (2)
 - ☐ Not at all confident (1)
-



QN41_2F How confident are you in the ability of the **Space Force** to protect the United States from threats?

- ☐ Very confident (4)
- ☐ Somewhat confident (3)
- ☐ Only a little confident (2)
- ☐ Not at all confident (1)

End of Block: QN41_2

Start of Block: QAUG9



QAUG9 What do you think is the greatest threat to U.S. interests?

- ☐ Global/all around the world (1)
- ☐ China (3)
- ☐ Japan (5)
- ☐ North Korea (6)
- ☐ Russia (15)
- ☐ Iran (16)
- ☐ Iraq (17)
- ☐ Syria (18)
- ☐ Afghanistan (19)
- ☐ Mexico (20)

End of Block: QAUG9

Start of Block: QN51



QN51 How important is the U.S. Navy in maintaining stability and security in [\\${Im://Field/1}](#)?

- ☐ Very important (4)
- ☐ Somewhat important (3)
- ☐ Not too important (2)
- ☐ Not at all important (1)

End of Block: QN51

Start of Block: QN52



QN52 Next, we would like you to think about the role the U.S. should play in trying to solve problems. Do you think the U.S. should...?

- ☐ Take the leading role in world affairs (1)
- ☐ Take a major role, but not the leading role (2)
- ☐ Take a minor role (3)
- ☐ Take no role at all in world affairs (4)

End of Block: QN52

Start of Block: QN59A-K

T_QN59 Please share the extent to which you are concerned about the following:



QN59A China's military expansion in the South China Sea

- ☐ Very concerned (5)
 - ☐ (4)
 - ☐ (3)
 - ☐ (2)
 - ☐ Not at all concerned (1)
-



QN59B China's treatment of minority groups, such as Uyghur Muslims

- ☐ Very concerned (5)
 - ☐ (4)
 - ☐ (3)
 - ☐ (2)
 - ☐ Not at all concerned (1)
-



QN59C China's economic power

☐ Very concerned (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all concerned (1)



QN59D China's influence

☐ Very concerned (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all concerned (1)



QN59E Russia's influence

☐ Very concerned (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all concerned (1)



QN59F Cyberthreats, including hacking and cyberterrorism

☐ Very concerned (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all concerned (1)



QN59G Misinformation or disinformation (false, inaccurate, or misleading information)

☐ Very concerned (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all concerned (1)



QN59H Global pandemics, like Covid-19

☐ Very concerned (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all concerned (1)



QN59I Development of nuclear weapons by North Korea

- ☐ Very concerned (5)
- ☐ (4)
- ☐ (3)
- ☐ (2)
- ☐ Not at all concerned (1)
-



QN59J Development of nuclear weapons by Iran

- ☐ Very concerned (5)
- ☐ (4)
- ☐ (3)
- ☐ (2)
- ☐ Not at all concerned (1)
-



QN59K Threats to trade routes

- ☐ Very concerned (5)
- ☐ (4)
- ☐ (3)
- ☐ (2)
- ☐ Not at all concerned (1)

End of Block: QN59A-K

Start of Block: QN60A-M

T_QN60 How prepared do you think the U.S. military is to defend against the following threats?



QN60A China's military expansion in the South China Sea

- ☐ Very prepared (5)
- ☐ (4)
- ☐ (3)
- ☐ (2)
- ☐ Not at all prepared (1)



QN60B China's treatment of minority groups, such as Uyghur Muslims

☐ Very prepared (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all prepared (1)



QN60C China's economic power

☐ Very prepared (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all prepared (1)



QN60D China's influence

☐ Very prepared (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all prepared (1)



QN60E Russia's influence

☐ Very prepared (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all prepared (1)



QN60F Cyberthreats, including hacking and cyberterrorism

☐ Very prepared (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all prepared (1)



QN60G Misinformation or disinformation (false, inaccurate, or misleading information)

☐ Very prepared (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all prepared (1)



QN60H Global pandemics, like Covid-19

☐ Very prepared (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all prepared (1)



QN60I Development of nuclear weapons by North Korea

☐ Very prepared (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all prepared (1)



QN60J Development of nuclear weapons by Iran

☐ Very prepared (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all prepared (1)



QN60K Threats to trade routes

☐ Very prepared (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all prepared (1)



QN60L Iran's influence

☐ Very prepared (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all prepared (1)



QN60M Development of terrorist organizations

☐ Very prepared (5)

☐ (4)

☐ (3)

☐ (2)

☐ Not at all prepared (1)

End of Block: QN60A-M

Start of Block: QN58

T_QN58 Please share the extent to which you agree with the following statements:



QN58 Which statement do you agree with the most?

- ☐ The U.S. must maintain more military might than the next most powerful country (1)
- ☐ The U.S. must maintain the same level of military might as the next most powerful country (2)
- ☐ The combined military might of the U.S. and its allies must match that of the next most powerful country (3)

End of Block: QN58

Start of Block: QN56



QN56 Thinking about foreign policy goals that the United States might have. How important should **Im://Field/1** be in U.S. foreign policy?

- ☐ 5 - Very important (5)
- ☐ 4 (4)
- ☐ 3 (3)
- ☐ 2 (2)
- ☐ 1 - Not at all important (1)

End of Block: QN56

Start of Block: QN45, QN48



QN45 Which of the following comes closest to your view?

☐ The Navy maintains a clear technological advantage over potential enemies of the U.S.

(3)

☐ The Navy is in danger of losing its technological advantage over potential enemies of the U.S. (2)

☐ The Navy has lost its technological advantage over potential enemies of the U.S. (1)

Page Break

T_QN48 On a five-point scale, where 5 means strongly agree and 1 means strongly disagree, please rate your level of agreement with the following item.



QN48 U.S. Navy presence in other countries' waters is an important way of showing our military strength to other countries.

☐ 5 - Strongly agree (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Strongly disagree (1)

End of Block: QN45, QN48

Start of Block: QNNEW

QNNEW_1 Based on what you know, do you believe the U.S. Navy is the most powerful Navy in the world?

☐ Yes (1)

☐ No (2)

QNNEW_2 How much trust do you have in the U.S. military?

☐ A great deal (1)

☐ Quite a lot (2)

☐ Some (3)

☐ A little (4)

QNNEW_3 How much trust do you have in the U.S. Navy?

☐ A great deal (1)

☐ Quite a lot (2)

☐ Some (3)

☐ A little (4)

T_QNNEW Thinking about your trust of the U.S. Navy, how much do you agree with each of the following statements?



QNNEW_A I trust the Navy to maintain security on the world's oceans

- ☐ 5 - Strongly agree (5)
 - ☐ 4 (4)
 - ☐ 3 (3)
 - ☐ 2 (2)
 - ☐ 1 - Strongly disagree (1)
-



QNNEW_B I trust that the Navy protects the environment and communities where it operates

- ☐ 5 - Strongly agree (5)
 - ☐ 4 (4)
 - ☐ 3 (3)
 - ☐ 2 (2)
 - ☐ 1 - Strongly disagree (1)
-



QNNEW_C I trust that the Navy is transparent with the U.S. public about its operations

☐ 5 - Strongly agree (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Strongly disagree (1)



QNNEW_D I trust that the Navy protects the safety of its sailors and officers

☐ 5 - Strongly agree (5)

☐ 4 (4)

☐ 3 (3)

☐ 2 (2)

☐ 1 - Strongly disagree (1)

End of Block: QNNEW

Start of Block: QN35_2a-n

QN35_2 For each of the following, please tell me if it has a great deal of influence, some influence, not very much influence, or no influence on your opinion of military branches, such as the Army and Navy. How about _____?



QN35_2a Friends

- ☐ Great deal of influence (1)
 - ☐ Some influence (2)
 - ☐ Not very much influence (3)
 - ☐ No influence (4)
-



QN35_2b Television

- ☐ Great deal of influence (1)
 - ☐ Some influence (2)
 - ☐ Not very much influence (3)
 - ☐ No influence (4)
-



QN35_2c Magazines or newspapers

- ☐ Great deal of influence (1)
 - ☐ Some influence (2)
 - ☐ Not very much influence (3)
 - ☐ No influence (4)
-



QN35_2d News stories on the internet

- ☐ Great deal of influence (1)
 - ☐ Some influence (2)
 - ☐ Not very much influence (3)
 - ☐ No influence (4)
-



QN35_2e Family

- ☐ Great deal of influence (1)
 - ☐ Some influence (2)
 - ☐ Not very much influence (3)
 - ☐ No influence (4)
-



QN35_2g Military-themed events, festivals, or airshows

- ☐ Great deal of influence (1)
- ☐ Some influence (2)
- ☐ Not very much influence (3)
- ☐ No influence (4)



QN35_2h Movies

- ☐ Great deal of influence (1)
- ☐ Some influence (2)
- ☐ Not very much influence (3)
- ☐ No influence (4)



QN35_2i X, formerly known as Twitter

- ☐ Great deal of influence (1)
- ☐ Some influence (2)
- ☐ Not very much influence (3)
- ☐ No influence (4)



QN35_2j Facebook

- ☐ Great deal of influence (1)
 - ☐ Some influence (2)
 - ☐ Not very much influence (3)
 - ☐ No influence (4)
-



QN35_2k Instagram

- ☐ Great deal of influence (1)
 - ☐ Some influence (2)
 - ☐ Not very much influence (3)
 - ☐ No influence (4)
-



QN35_2l Snapchat

- ☐ Great deal of influence (1)
 - ☐ Some influence (2)
 - ☐ Not very much influence (3)
 - ☐ No influence (4)
-



QN35_2m Reddit

- ☐ Great deal of influence (1)
 - ☐ Some influence (2)
 - ☐ Not very much influence (3)
 - ☐ No influence (4)
-



QN35_2n YouTube

- ☐ Great deal of influence (1)
 - ☐ Some influence (2)
 - ☐ Not very much influence (3)
 - ☐ No influence (4)
-



QN35_2o TikTok

- ☐ Great deal of influence (1)
- ☐ Some influence (2)
- ☐ Not very much influence (3)
- ☐ No influence (4)

End of Block: QN35_2a-n

Start of Block: QN40a-c

QN40 Have you done any of the following in the past 12 months?



QN40a Attended an event or festival sponsored by the Navy

☐ Yes (1)

☐ No (2)



QN40b Attended an event or festival that showcased Navy capabilities, personnel, or equipment

☐ Yes (1)

☐ No (2)



QN40c Attended a Blue Angels airshow demonstration

☐ Yes (1)

☐ No (2)

End of Block: QN40a-c

Start of Block: QN2008



QN2008 In your opinion, how representative is the U.S. military of ?

- ☐ 5 - Very representative (5)
- ☐ 4 (4)
- ☐ 3 (3)
- ☐ 2 (2)
- ☐ 1 - Not at all representative (1)

End of Block: QN2008

Start of Block: QN2008B



QN2008B What U.S. military service branch do you believe is the most prestigious?

- ☐ Navy (1)
- ☐ Air Force (2)
- ☐ Army (3)
- ☐ Coast Guard (4)
- ☐ Marines (5)
- ☐ Space Force (6)

End of Block: QN2008B

Start of Block: D25A, Q21A, QND6A

T_D25A Finally, we would like to ask you a few questions for statistical purposes only.



D25A Have you, or has anyone currently living in your household, ever served in the U.S. military in any branch or Service, including the Guard or Reserve? *Please check all that apply.*

- ☐ Yes, myself (1)
- ☐ Yes, another member of my household (2)
- ☐ ☒ No (3)
-



EDU_1 What is the highest education level you have completed?

- ☐ Did not complete high school (1)
- ☐ Graduated high school (2)
- ☐ Attended some college, but no degree (3)
- ☐ Graduated two-year college with Associate's degree (4)
- ☐ Graduated four-year college with Bachelor's degree (5)
- ☐ Obtained Master's, PhD, or other professional degree (6)
- ☐ Don't know (77)
- ☐ Prefer not to answer (99)
-

EMPLOY_1 Which statement best describes your current employment status?

- ☐ Working as a paid employee full-time (35 hours or more) (1)
- ☐ Working as a paid employee part-time (34 hours or less) (2)
- ☐ Working as self-employed full-time (35 hours or more) (3)
- ☐ Working as self-employed part-time (34 hours or less) (4)
- ☐ Not working on temporary layoff from a job (5)
- ☐ Not working - looking for work (6)
- ☐ Not working - retired (7)
- ☐ Not working - disabled (8)
- ☐ Not working - other (9)



QND6A What is your total ANNUAL household income, before taxes? Please include income from wages and salaries, remittances from family members living elsewhere, farming, and all other sources.

- ☐ Under \$15,000 (1)
- ☐ \$15,000 to \$24,999 (2)
- ☐ \$25,000 to \$34,999 (3)
- ☐ \$35,000 to \$44,999 (4)
- ☐ \$45,000 to \$54,999 (5)
- ☐ \$55,000 to \$74,999 (6)
- ☐ \$75,000 to \$99,999 (7)
- ☐ \$100,000 or more (8)

Page Break



PANEL_OPEN_END If you have any additional thoughts you'd like to share about this survey, you may provide your comments here.

End of Block: D25A, Q21A, QND6A
